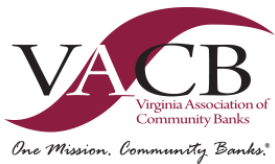


# How Your Bank Can Drive More Profitable Relationships



# What Drives Satisfied & *Engaged*?

## **Gallup: Customers who would consider your bank for the next product:**

- Satisfied customers 48%
- Satisfied **and** Fully Engaged 83%

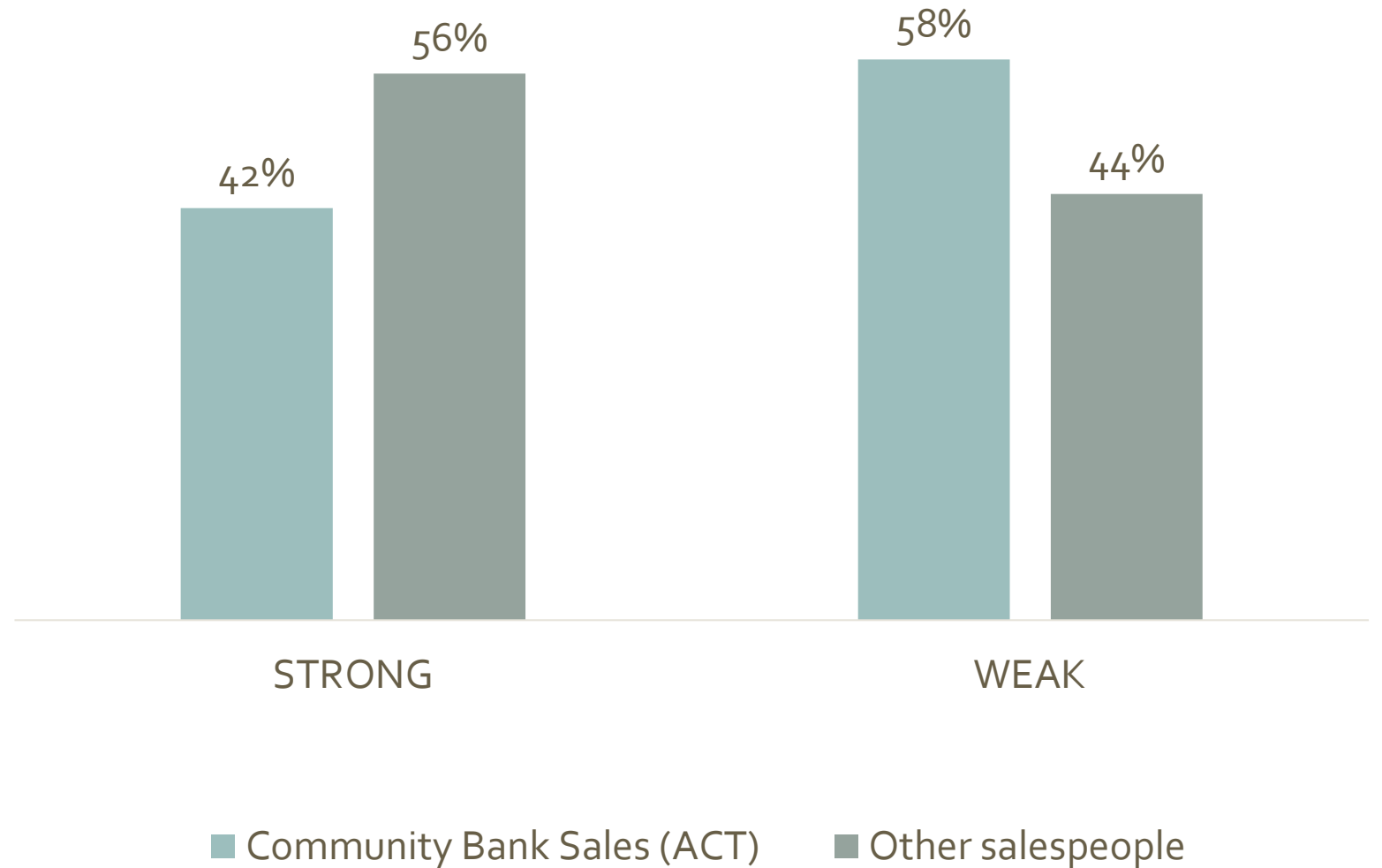
# Your People.

## Finding #1:

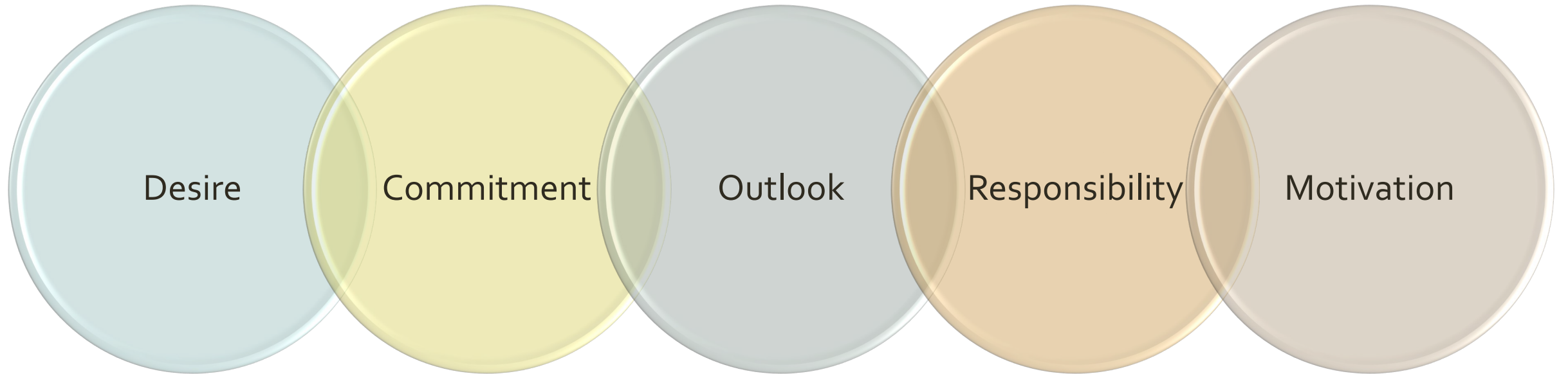
Banks are substantially weaker in the Will to Sell

Source: Objective Management Group

Will to Sell (%ile)



# The Will to Sell Competencies





# Banker with Strong Desire

*Source: Objective Management Group*

- **Sets high standards**
- Standards are non-negotiable
- Actions reflect standards
- **Embraces challenges**
- Owns results





# Banker who has Commitment

*Source: Objective Management Group*

- **Takes risk, fail, takes risk again**
- Achieves goals
- Challenges themselves and others
- Asks difficult questions
- Is coachable



# Banker with Good Outlook

*Source: Objective Management Group*

- Courageous
- Determines their success
- Consistent attitude
- Pushes the envelope
- Learned optimism
- Has a “Plan B”





# Banker who Takes Responsibility

*Source: Objective Management Group*

- Sets high standards of performance
- Expects high standards of others
- Is successful
- Understands cause and effect
- Does not blame others or the market



# Banker with Motivation

*Source: Objective Management Group*

- Self-manages
- Works hard
- Is consistent
- Recovers from rejection
- **Has a plan**

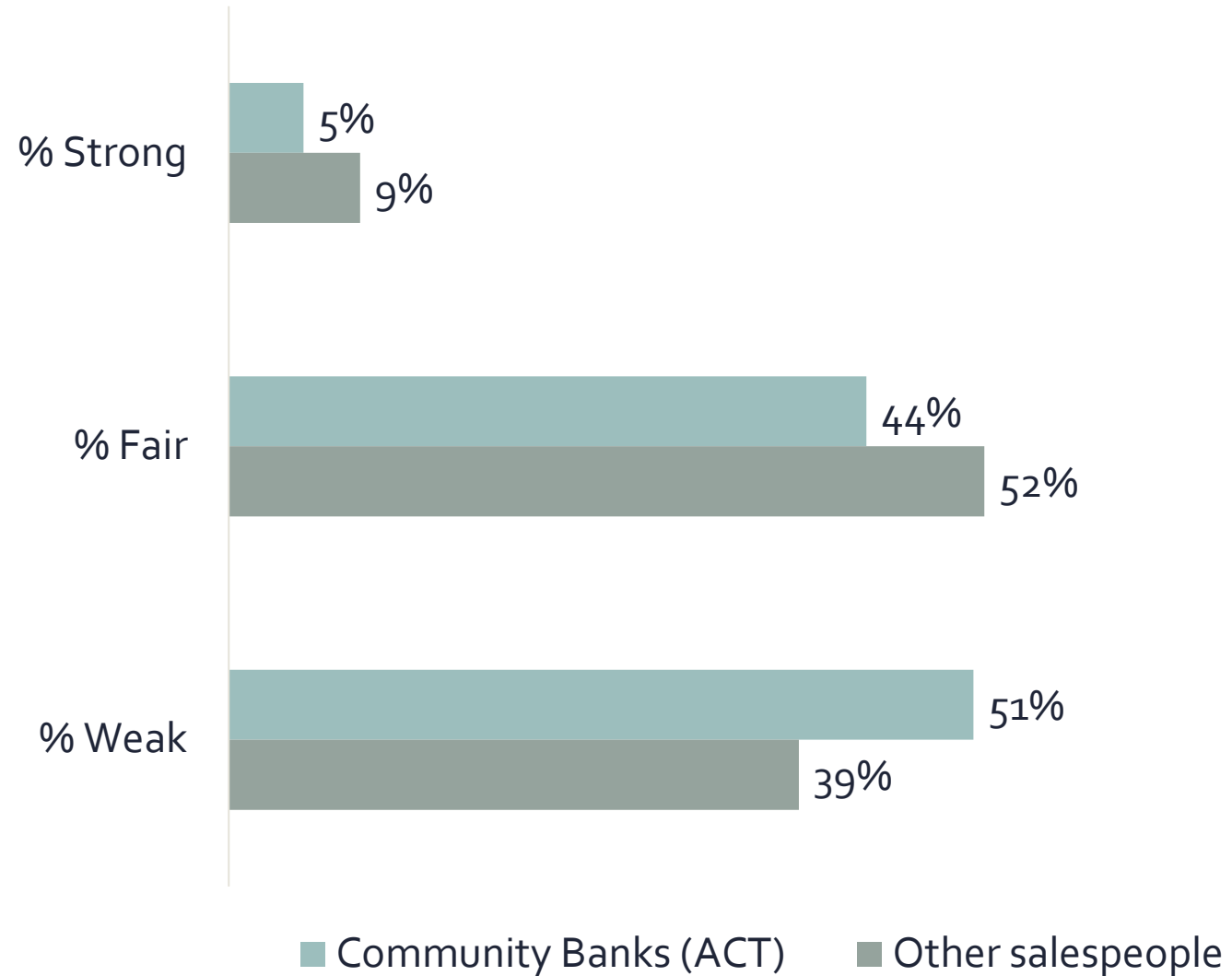


## Finding #2:

Bank salespeople are much weaker at Consultative Selling

*Source: Objective Management Group*

Consultative Selling  
% of Respondents by Category





# Consultative Seller

*Source: Objective Management Group*

- **Able to stay in the moment**
- **Uncovers reasons to buy**
- Reasons to buy are compelling
- Able to listen/ask with ease
- Ask enough & great questions
- Gets prospects past “nice to have”
- Will build trust
- **Able to ask tough questions**
- Takes nothing for granted
- Has appropriate amount of patience
- Understands how prospects will buy
- Develops strong relationships
- Presents at appropriate times
- **Has Healthy skepticism**



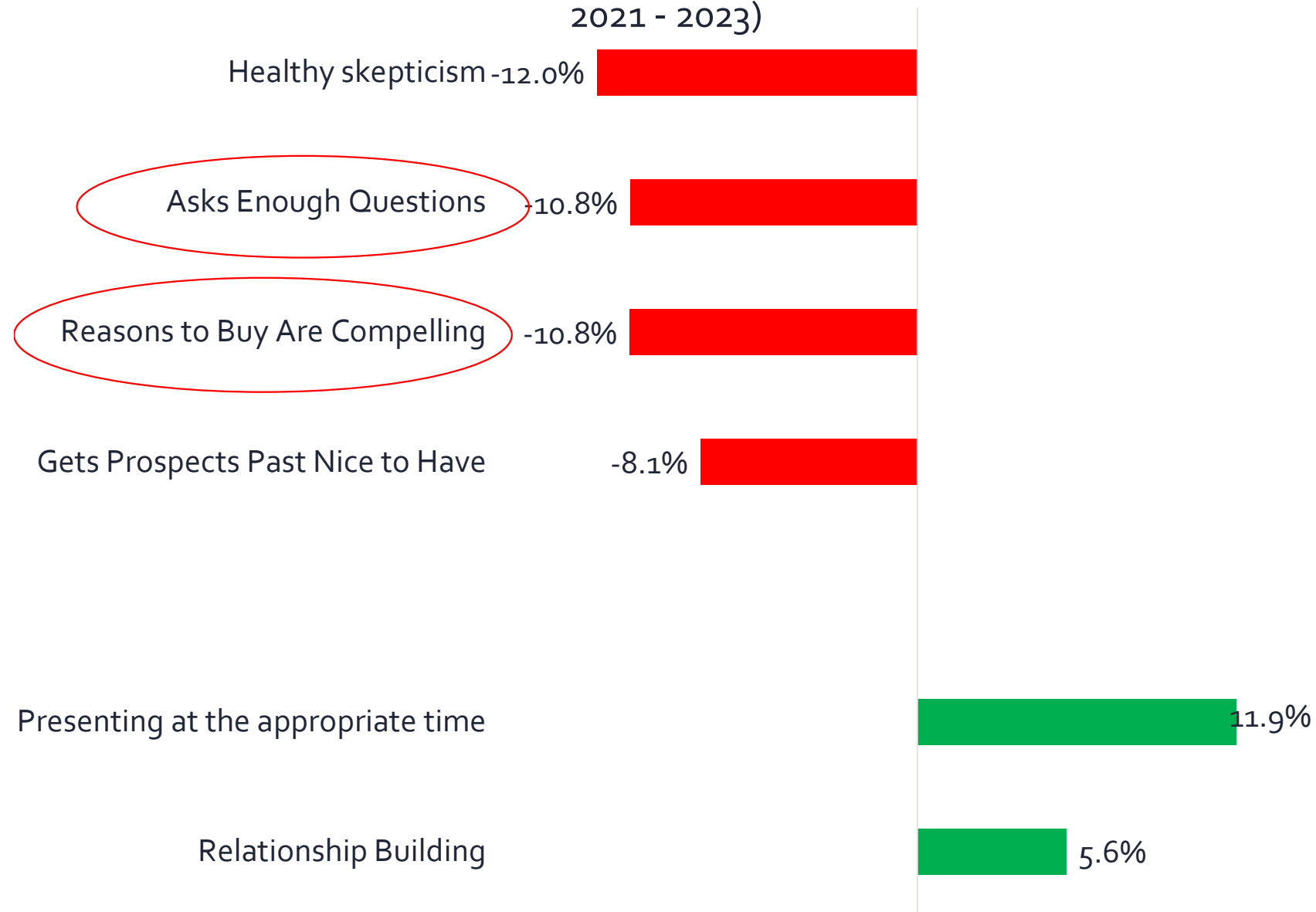
## Finding #3:

Within Consultative Selling, Bankers struggle with the ability to ask enough questions and uncover a prospect's Reasons to Buy.

Strengths in presenting and relationship building.

Source: Objective Management Group

### Consultative Selling Attributes (ACT Banking Clients vs All Other Salespeople, 2021 - 2023)



# Data Check: *Asks Questions*

Source: Objective Management Group Inc

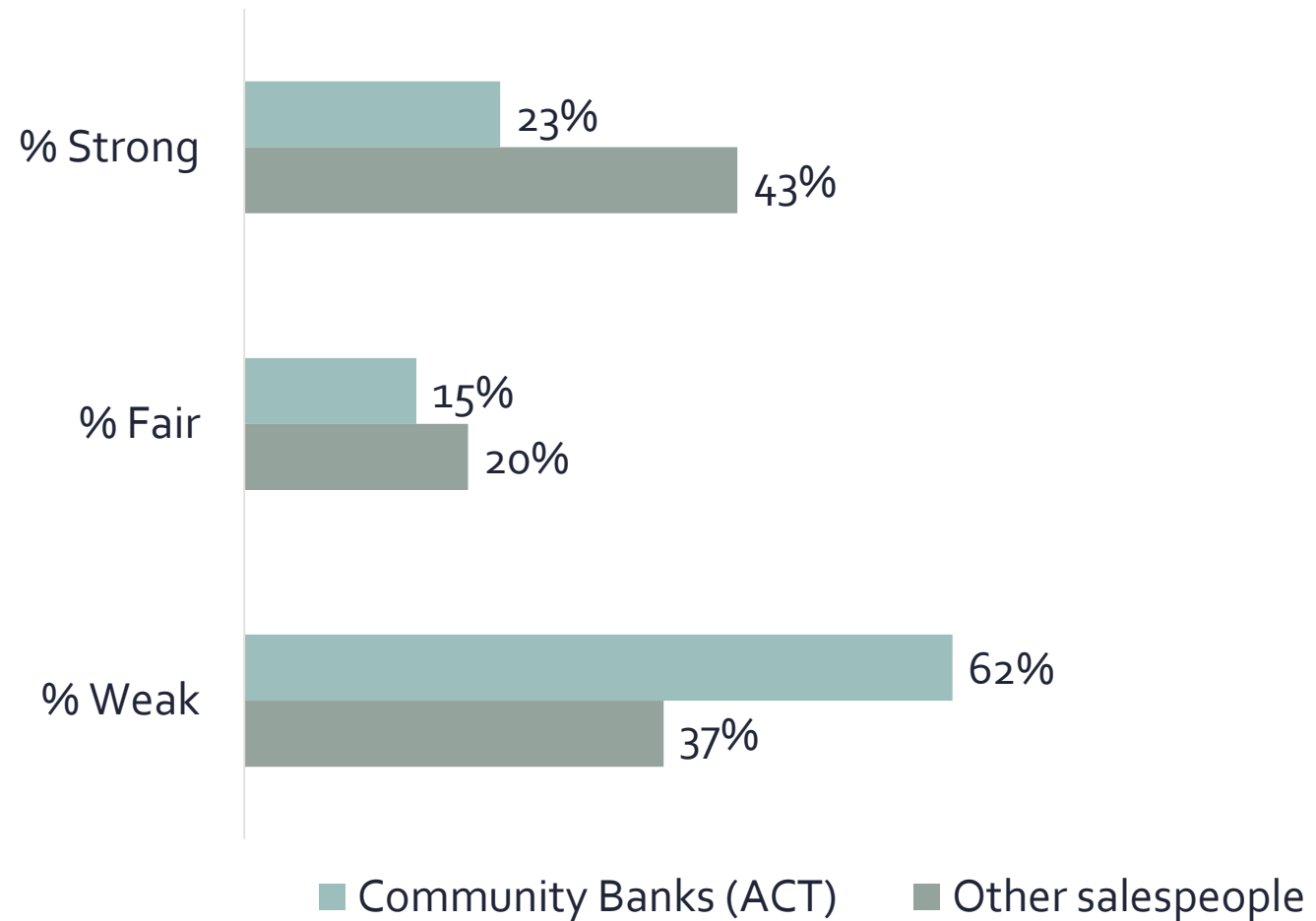


## Finding #4:

Bank salespeople are weaker at having a Milestone-centric Sales Process which drives engagement

Source: Objective Management Group

Sales Process  
% of Respondents by Category



*"In most cases, bank managers aren't coaching sales skills and they're not coaching them on a milestone-centric sales process"*





# Sales Process

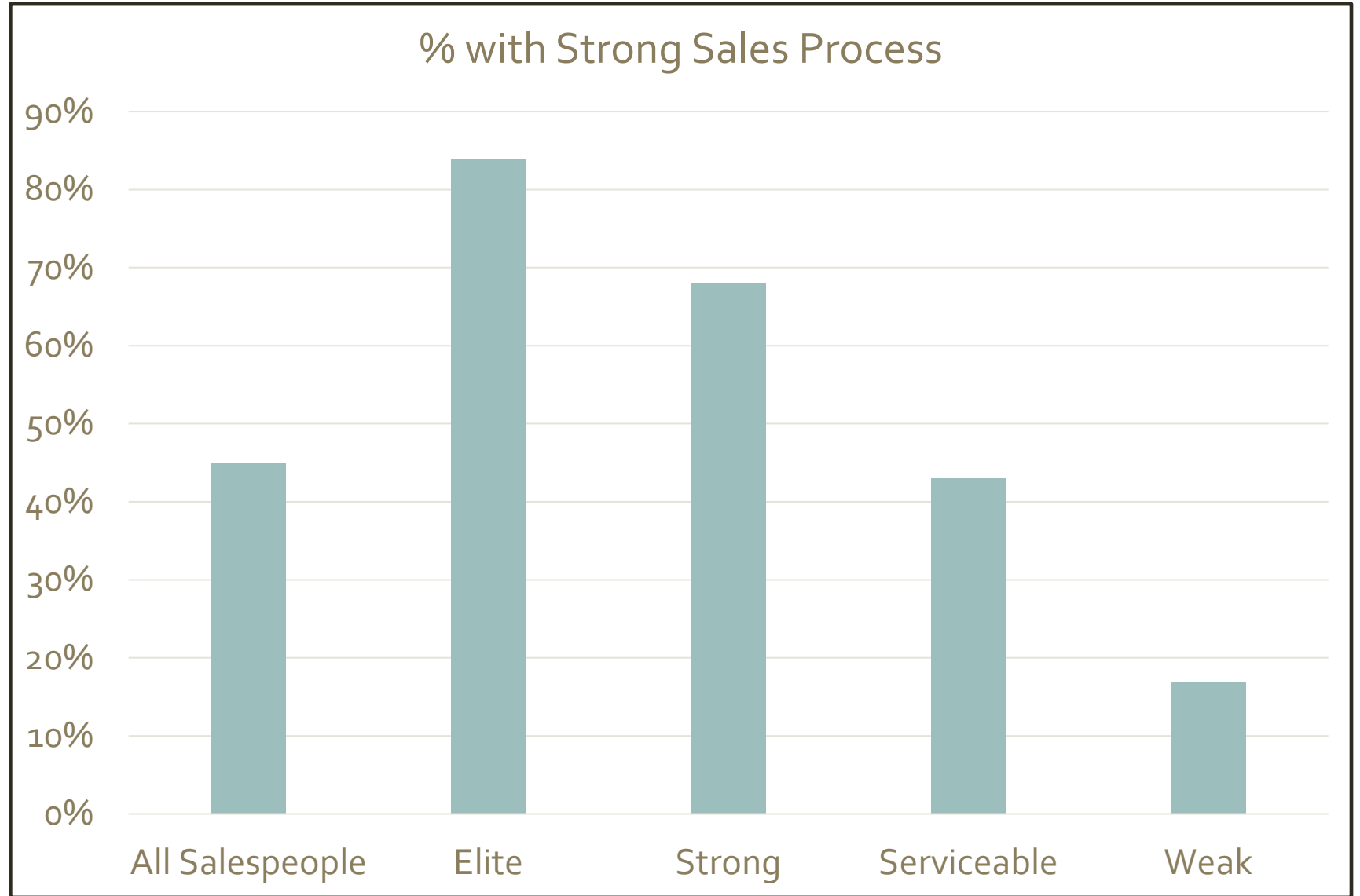
*Source: Objective Management Group*

- Follows effective stages & steps
- Process has most key milestones
- Process has adequate sequence
- Consistent & effective results
- Has and/or follows an effective process
- Uses an effective approach
- Relationship-based
- CRM Savvy
- Strategic use of sales scorecard

# Data Check:

## *Milestone-Centric Sales Process*

Source: Objective Management Group Inc



# Finding #5:

Community Bank Salespeople are stronger in Account Management than other Salespeople

Source: Objective Management Group

### Account Management Competency % of Respondents by Category

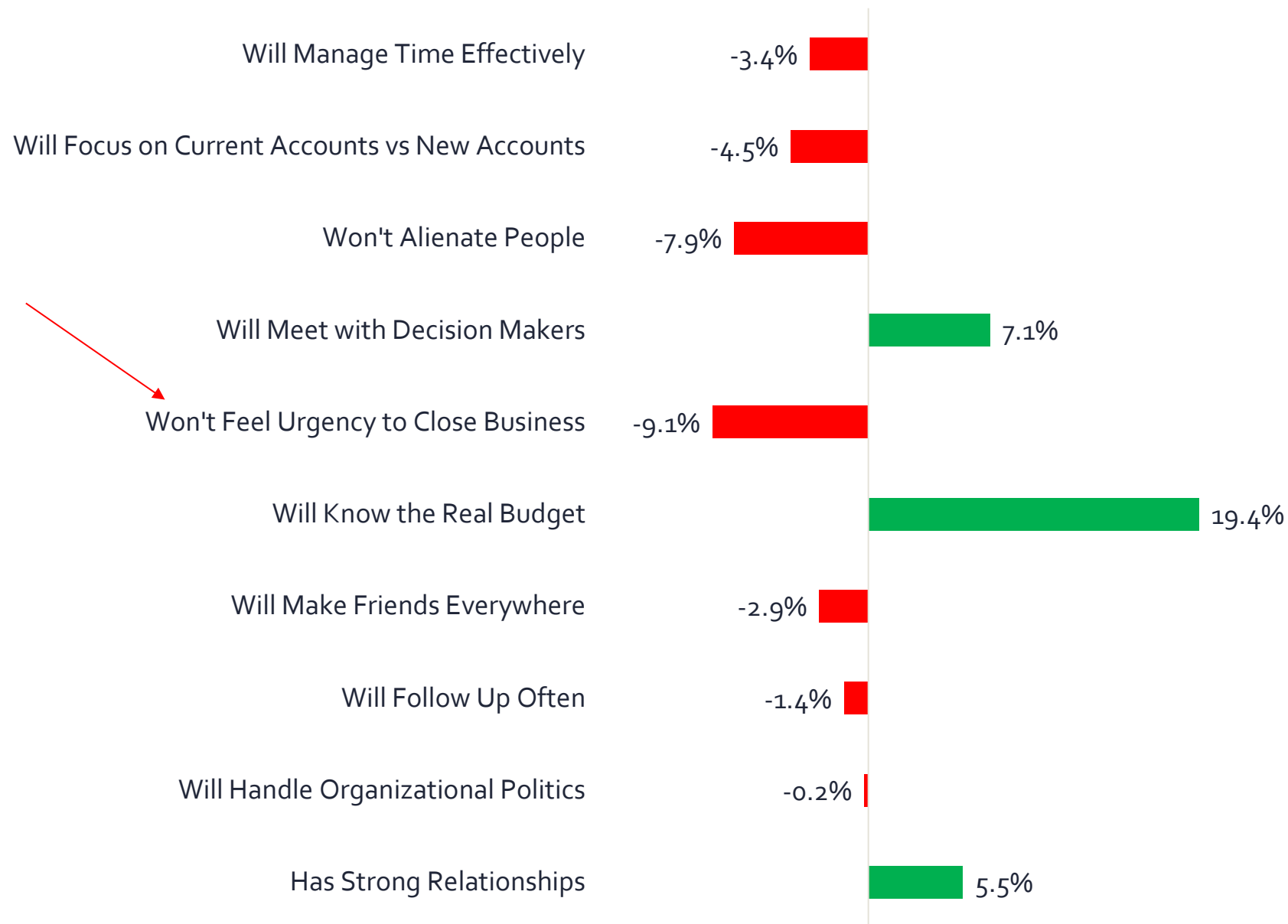




# Finding #6: Community Bank Salespeople are stronger at Meeting with Decision Makers and understanding Budget but weak in Urgency to Close

Source: Objective Management Group

### Account Management Attributes (Banks vs All Other Industries)



# Summary of Findings: RMs Driving More Profitable Relationships

- Strong Will to Sell:  
Desire, Commitment, Outlook, Responsibility & Motivation
- Strong at Consultative Selling, asking enough good questions
- Adept at Uncovering Compelling Reasons to Buy
- Strengths in Presenting and Relationships Building
- Follow a Milestone-Centric (consistent) Sales Process
- Have Urgency to Close Business

*Think about your top producers, does this describe them?  
How do you hire more like them? How do you train others to be like them?*

# Sample of The 21 Core Competencies Findings

## FINDINGS FOR 21 CORE SALES COMPETENCIES

### SAMPLE BANK

SALES COMPETENCIES	All Salespeople	Top 10%	Bottom 10%	All Banks	Your Bank
Hunting	58	80	36	56	41
Reaching Decision Makers	42	74	19	51	57
Relationship Building	45	50	38	51	39
Consultative Selling	41	65	22	39	23
Selling Value	55	81	31	56	46
Qualifying	50	76	27	55	48
Presentation Approach and Context	73	86	62	74	47
Closing	24	45	8	26	26
Milestone-Centric Sales Process	49	73	26	43	29
Embracing Sales Technology	39	60	24	30	4

### SALES DNA

Doesn't need approval	73	89	55	70	67
Stays in the Moment	78	86	68	77	76
Supportive Beliefs	78	86	70	78	78
Supportive Buy Cycle	38	56	22	37	38
Comfortable Discussing Money	55	85	29	69	61
Handles Rejection	70	86	53	67	70

### WILL TO SELL

Desire for Success	75	91	57	75	80
Commitment for Success	51	74	25	49	57
Outlook	70	75	63	72	57
Responsibility	41	68	32	41	28
Motivation	63	82	44	60	60

# Thank You. *How Can I Help?*

Fill out my Response Card!  
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614.561.3812

